

## In the Claims

1. (Currently Amended) A method of adapting an electronic personal assistant to a subscriber for whom the electronic personal assistant provides services, the electronic personal assistant being characterized by a plurality of personality parameters, each personality parameter being capable of having a value assigned thereto, the method comprising:

~~associating with a subscriber an electronic personal assistant personality defined by personality parameters; and~~

~~adjusting the personality parameters based on interactions with the subscriber over time.~~

receiving data indicative of the subscriber via an interface;

assigning a personality profile comprising a plurality of personality parameters to a subscriber in response to said step of receiving data;

storing data indicative of a set of parameter values for the subscriber based on the default values for said personality profile;

monitoring interactions with the subscriber via said interface so as to generate data indicative of the interactions;

processing the generated data so as to identify a fact of the subscriber's behavioral situation, said fact to be input to one or more predetermined rules;

applying at least one of said predetermined rules to said fact to determine how said one or more values of said stored set of parameters is to be adjusted;

changing said one or more values of the stored set of parameters;

updating the stored subscriber profile for the new value;

selecting one or more prompts based on the personality parameters as adjusted;

and

providing the selected one or more prompt to the interface.

2. (Currently Amended) The method of claim 1, further comprising:

providing personality profiles, each of the profiles defining a value corresponding to a default value and a variation from the default value for each of the personality parameters.

3. (Currently Amended) The method of claim 2, wherein each personality profile corresponds to a culture and the default value corresponds to a cultural norm associated with the culture.

4. (Currently Amended) The method of claim 3, wherein each personality profile further corresponds to a market segment and the default value corresponds to a market segment norm.

5. Canceled

6. (Original) The method of claim 1, further comprising:

defining the personality parameters to include personality traits.

7. (Currently Amended) The method of claim 6, wherein the personality traits are based on at least one of the following factors: personal organization, efficiency, consistency, calmness, resilience, vigilance, cynicism, self reliance, focus of attention, reasoning ability, rule consciousness, self-criticism, physical tension, assertiveness, warmth, liveliness, excitement seeking, level of ease in social situations, privateness, openness to change, and subjectivity of the 16PF Model.

8. (Original) The method of claim 7, wherein the personality traits are represented as one or more surface traits.

9. (Currently Amended) The method of claim 5, wherein said applying adjusting comprises:

~~observing a contact from the subscriber; analyzing the observed contact; and~~  
modifying the values of the personality parameters according to the defined variation based on the analysis of said fact of the subscriber's behavioral situation ~~the observed contact.~~

10. Canceled

11. Canceled

12. (Currently Amended) The method of claim 940, ~~wherein analyzing further~~  
~~comprises comprising:~~

applying an artificial intelligence inference algorithm to ~~the observed contact~~ said  
fact of the subscriber's behavioral situation.

13. (Currently Amended) The method of claim 12, wherein the variation associated with each personality parameter comprises a range of the values, individual values ~~and the values~~ within the range of values are associated with unique voice prompts.

14. (Currently Amended) The method of claim 13, ~~wherein adjusting further~~  
~~comprises~~ further comprising:

selecting a new one of the personality parameters values based on the application of the artificial intelligence inference algorithm and the rules; and

selecting one of the unique prompts associated with the selected new one the personality parameters values.

15. (Currently Amended) The method of claim 14, further comprising  
monitoring ~~the electronic assistant personality adjusting~~ said step of changing;  
and  
providing additional values and associated unique prompts based on the monitoring.

16. (Currently Amended) A computer program product residing on a computer readable medium for adapting an electronic personal assistant to a subscriber for whom

the electronic personal assistant provides services, comprising instructions for causing a computer to perform the method of claim 1.:

~~associate with a subscriber an electronic personal assistant personality defined by personality parameters; and~~

~~adjust the personality parameters based on interactions with the subscriber over time.~~

17. (Currently Amended) A personal assistant system arranged to provide services to a subscriber, the personal assistant being characterized by a plurality of personality parameters, each personality parameter being capable of having a value assigned thereto, the personal assistant system comprising:

a database arranged to store data indicative of a set of parameter values for the subscriber; a personality unit;

~~personality parameters stored in a database to which the personality unit is coupled;~~

~~an interface coupled to the personality component~~ a monitoring system for enabling interactions with a subscriber; and

~~wherein the personality unit is configured to analyze the interactions with the subscriber and adjust the personality parameters based on the results of the analysis.~~

said monitoring system being configured to:

receive data indicative of a subscriber;

assign a personality profile comprising a plurality of personality parameters to

said subscriber in response to receiving said subscriber data;

store a set of initial parameter values associated with the subscriber type based on the default values for said personality profile;

analyze the interactions with the subscriber via said interface to generate data indicative of the interactions;

process the generated data so as to identify a fact of the subscriber's behavioral situation, said fact to be input to one or more predetermined rules;

apply at least one of said predetermined rules to said fact to determine how said one or more values of said stored set of parameters is to be adjusted;

change said one or more values of the stored set of parameters;

update the stored subscriber profile for the new value;

select one or more prompts based on the personality parameters as adjusted;

and

provide the selected one or more prompt to the interface.

18. Canceled